

Overview	Special services are enhancements that, for a fee in addition to postage, provide greater security and accountability for mail, convenience to the sender, or improved handling. Special services are not available for use with Periodicals mail. Not all special services are available for use with all other classes of mail, and only specific services may be combined for the same mailpiece.
Rates and Fees (R900)	Fees are in addition to required postage for rates claimed. Some services require payment of an annual fee.
Postage and Payment Methods	Fees for special services may be incorporated into payment method selected.
Business Reply Mail (BRM) (S922)	Allows permit holders to pay postage for mail received from customers supplied with BRM material. Specific authorization needed, and pieces must meet certain physical standards. Available only for First-Class Mail or Priority Mail.
Certificate of Mailing (S914)	Provides evidence of mailing. Available for Priority Mail, First-Class Mail, and Standard Mail.
Certified Mail (S912)	Provides the sender with a mailing receipt. Record of delivery kept at recipient's post office. Available only for items sent at First-Class Mail rates (including Priority Mail); may be combined with restricted delivery and return receipt (Form 3811).
Collect on Delivery (COD) (S921)	Provides USPS collection from recipient of price and cost of postage for an article for which recipient had not prepaid. Available for Express Mail, First-Class Mail, Priority Mail, Single-Piece Standard Mail, Parcel Post, Bound Printed Matter, Special Standard Mail and Library Mail; may be combined with restricted delivery or return receipt. Registered mail COD is available for items sent at First-Class Mail rates. Restricted delivery is not available for Express Mail COD.
Express Mail Insurance (S500)	Provides indemnity coverage of up to \$500 for no extra charge for items that are lost, rifled, or damaged. Additional insurance may be purchased, up to a maximum liability of \$5,000, for merchandise valued at more than \$500. For negotiable items, currency, or bullion, the maximum liability is \$15. Available with return receipt (Form 3811). COD service available for other than Express Mail Military Service shipments.
Insured Mail (S913)	Provides indemnity coverage of up to \$5,000 for a lost, rifled, or damaged article. Available only for Standard Mail, Standard Mail sent as Priority Mail or First-Class Mail, or official government mail endorsed "Postage and Fees Paid." May be combined with merchandise return, parcel airlift, or special handling; return receipt service (Form 3811) or restricted delivery service may be obtained for parcels insured for more than \$50.
Merchandise Return Service (S923)	Allows permit holders to pay postage for parcels received from their customers. Available for Priority Mail, single-piece First-Class Mail, Single-Piece Standard Mail, Parcel Post, Bound Printed Matter, Special Standard Mail, and Library Mail to be returned by the permit holder's customers; may be combined with insured mail, registered mail, special handling, or certificate of mailing.
Parcel Airlift (PAL) (S930)	Provides for air transportation of parcels on a space-available basis to or from military post offices outside 48 contiguous states for dispatch to other overseas military post offices or offices within 48 contiguous states. Available only for Standard Mail not exceeding 30 pounds and 60 inches in length and girth combined. Restricted delivery and return receipt service available if insured for more than \$50. Available with certificate of mailing, special handling, or insured mail.
Registered Mail (S911)	Provides most secure service offered by USPS for domestic mail. Available only for items paid at Priority Mail and First-Class Mail rates; may be combined with COD, restricted delivery, merchandise return or return receipt. Postal insurance is provided for articles valued at more than \$100, up to a maximum of \$25,000 and is included in the fee. For articles valued at \$100 or less, postal insurance is optional.

Restricted Delivery
(S916) Directs delivery only to addressee or addressee's authorized agent. Available only for certified mail, COD, mail insured for more than \$50, or registered mail. Restricted delivery is not available for Express Mail COD (S500).

Return Receipt
(S915) Provides sender with evidence of delivery (Form 3811); supplies the recipient's actual address if different from the address used by sender; may be requested before or after mailing. Available only for Express Mail and mail sent as certified mail, COD, insured for more than \$50, or registered mail.

Return Receipt for Merchandise
(S917) Provides sender with a mailing receipt (Form 3804) and a return receipt (Form 3811); a return receipt supplies the recipient's actual address if different from the address used by sender; a record of delivery kept at recipient's post office but no record is kept at the office of mailing. Available for merchandise sent at Priority Mail, Single-Piece Standard Mail, Parcel Post, Bound Printed Matter, Special Standard Mail, or Library Mail rates; special handling is available for Single-Piece Standard Mail, Parcel Post, Bound Printed Matter, Special Standard Mail, and Library Mail.

Special Handling
(S930) Provides preferential handling, but not preferential delivery, to extent practicable in dispatch and transportation. Available only for Single-Piece Standard Mail, Parcel Post, Bound Printed Matter, Special Standard Mail, or Library Mail; may be combined with COD, insured mail, or return receipt for merchandise; must be used for shipments of honeybees or baby poultry.

This guide is an overview only. For the specific DMM standards applicable to this category of mail, consult the DMM sections referenced above and the general sections within each DMM module.

Business Reply Mail (BRM)

Related QSGs: 811, 923, 924

922

Quick Service
Guide

Overview For an annual fee, a BRM permit is available for distributing business reply cards, envelopes, self-mailers, cartons, or labels. Business reply mail (BRM) allows the permit holder to receive First-Class Mail back from customers by paying postage only on the mail returned. The BRM permit holder guarantees payment of First-Class postage plus a per-piece fee for pieces returned by the USPS (see payment options below). When designing a BRM mailpiece or label, mailers must consult with their local postal business center or post office. The piece must conform to a specific format to qualify as BRM including a unique ZIP+4 code assigned by the USPS. Proofs should be approved by the USPS before printing. On the reverse is a layout example for a BRM envelope. BRM pieces distributed in automation rate mailings are required to meet automation compatibility standards.

Payment Options (S922) Business Reply (Basic Service)—Annual permit fee \$85.00. Per piece charge \$0.44 plus First-Class postage. Paid through postage-due account or in cash on delivery. Used for cards, envelopes, self-mailers, cartons, or business reply labels.

Basic Service
Cost per piece
First-Class postage + 44¢
Letter (1 oz.) 32¢ + 44¢ = 76¢
Card Rate 20¢ + 44¢ = 64¢

Business Reply Accounting Fee Service (Large Volume)—Annual permit fee \$85.00 plus annual BRM accounting fee of \$205.00. Per piece charge \$0.10 plus First-Class postage. Paid through BRM advance deposit account only. Used on cards, envelopes, self-mailers, cartons, or business reply labels. Best suited if return volume is approximately 600 pieces or more per year.

Accounting Fee Service
Cost per piece
First-Class postage + 10¢
Letter (1 oz.) 32¢ + 10¢ = 42¢
Card Rate 20¢ + 10¢ = 30¢

Business Reply Mail Accounting System (BRMAS) (Large Volume, Automation-Compatible)—Annual permit fee of \$85.00 plus annual BRM accounting fee of \$205.00. Per piece charge \$0.02 plus First-Class postage. Paid through BRM account only. Used on automation-compatible cards and letter-size mail weighing up to 2 ounces if design is approved for BRMAS before distribution by USPS (S922.2). Requires the USPS to assign a unique ZIP+4 and barcode (no cost), for each rate category. Best suited when expected BRM return volume is approximately 500 pieces or more annually.

BRMAS
Cost per piece
First-Class postage + 02¢
Letter (1 oz.) 32¢ + 02¢ = 34¢
Card Rate 20¢ + 02¢ = 22¢

Other Post Offices A BRM permit holder can allow its affiliated agents to use that permit number to receive company business reply mail at any other post office. The original permit holder must supply the affiliate with a letter authorizing the use of the BRM permit and a copy of the USPS receipt showing the annual fee payment for that permit. That information, in turn, must be supplied to the affiliate's local post office, which will also assign a BRM ZIP+4 code(s) and barcode(s), as appropriate. The affiliate's mailpiece design should be approved by the USPS, using any of the above payment methods to receive the mail. Any fee or charge beyond the annual permit fee is paid by the affiliate's office.

Official Mail Authorized users of official mail may distribute BRM, subject to E060 and S922.

This guide is an overview only. For the specific DMM standards applicable to this category of mail, consult the DMM sections referenced above and the general sections within each DMM module.

Business Reply Mail Layout

Permit Holder Space: May contain information such as return address, logos, distribution codes, and form numbers.

Company Logo: A company logo is permitted in the address block if it does not extend below the top of the delivery address line and interfere with required endorsements (S922.4.8).

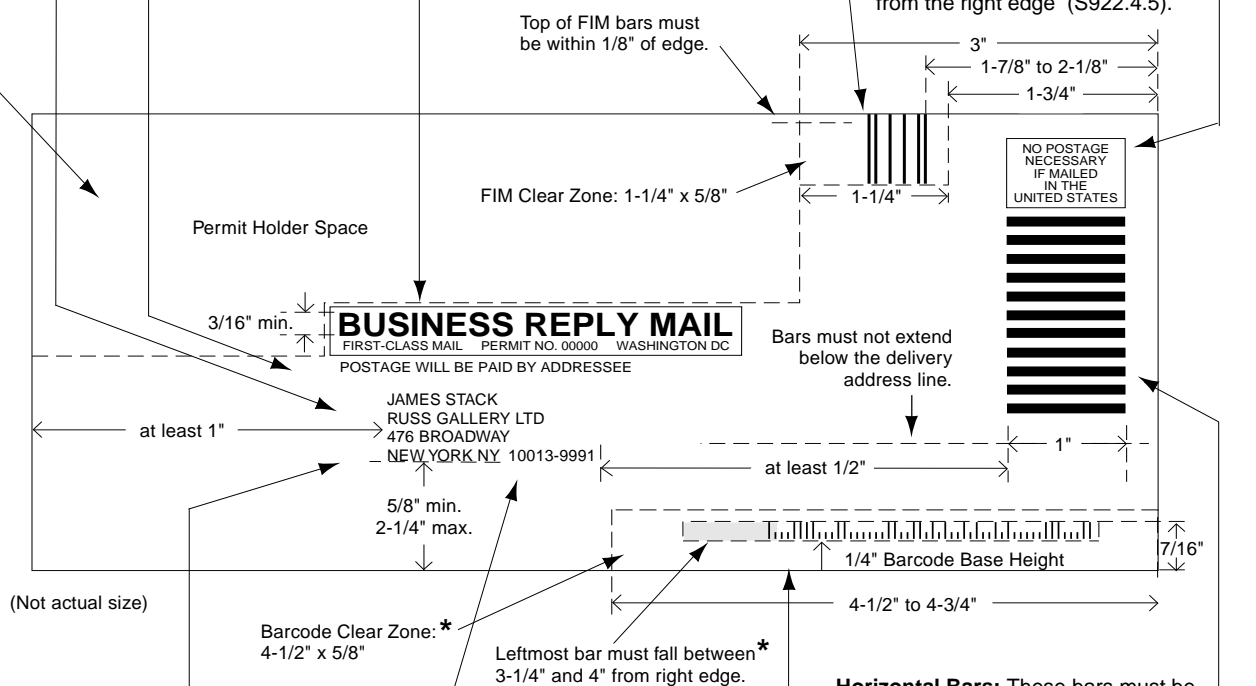
Postage Paid Line: Place the statement "POSTAGE WILL BE PAID BY ADDRESSEE" (in capital letters) under the business reply legend box (S922.4).

Business Reply Legend Box: The words "BUSINESS REPLY MAIL" are required above the address in capital (uppercase) letters. Immediately below, the words "FIRST-CLASS MAIL PERMIT NO." followed by the permit number and the name of the issuing post office (city and state) in capital letters (S922.4).

Facing Identification Mark (FIM): A FIM pattern (specifically FIM B without barcode or FIM C with barcode) is required on all BRM postcards and letter-size mailpieces.

FIM Location: A FIM clear zone must contain no printed matter other than the FIM pattern. FIM bars must be between 1/2 and 3/4 inch high and 0.03125 (1/32 inch) plus or minus 0.008 inch wide (S922.4.10).

Postage Endorsement Indicia: "NO POSTAGE NECESSARY IF MAILED IN THE UNITED STATES" must appear in the upper right corner of the mailpiece, must not extend more than 1-3/4 inches from the right edge (S922.4.5).



Address Format: The complete address, including the name of the permit holder (company or individual), must be printed on the mailpiece. Address block barcodes *not* permitted.

ZIP Code: A unique ZIP+4 code is assigned to each BRMAS BRM piece.

Before printing, submit proofs of BRM samples to your postal business center or post office for advice and approval. Take advantage of this service—it could save you money.

* Delivery point barcode *not* permitted, but mailer may provide expanded clear zone measuring 4-3/4" from right edge. When using expanded clear zone, the leftmost bar must be between 3-1/2" and 4-1/4" from right edge (S922.5).

POSTNET Barcode Location: The barcode must be located here (unless an address block barcode is used on a window envelope or printed address label). The barcode must be a ZIP+4 barcode. This area must be free of any printing other than the barcode. A free camera-ready barcode positive may be obtained from your local postal business center (S922.5).

Dimensions: Between 3-1/2 by 5 inches and 6-1/8 by 11-1/2 inches. To qualify for postcard rate, postcards must be between 3-1/2 by 5 inches and 4-1/4 by 6 inches. Larger postcard sizes are available; however, they are charged at regular First-

Class Mail letter rate. Postcard thickness must be between 0.007 and 0.016 inch.

Additional standards apply to BRMAS pieces (S922.7).

A surcharge is assessed for nonstandard mailpieces.

Ink/Paper Colors and Type Styles:

Not all colors of paper and/or ink and type styles are compatible with automated equipment. Contact your local postal business center or your postmaster for guidance.

All letter-size reply cards and envelopes (business reply, courtesy reply, and metered reply mail) provided as enclosures in automation First-Class, automation Regular Periodicals, and automation Regular and Enhanced Carrier Route Standard Mail must meet the standards in C810.8.

Overview Courtesy reply mail (CRM) consists of preaddressed postcards or envelopes provided by the mailer to customers both to expedite their responses and to provide more accurate delivery. It differs from business reply mail (BRM) in that no fees are required and the respondent is responsible for applying the correct postage before mailing back the card or envelope. CRM can come back faster because it is prepared with the correct address and barcode to take advantage of automated USPS processing.

The USPS provides *free of charge* the FIM (facing identification mark) and the appropriate barcode to print on CRM pieces. The guidelines on the reverse will help optimize the use of this format.

Market research shows that providing barcoded envelopes makes good business sense:

- Barcoded reply envelopes can be processed (delivered) faster by the post office.
- Customers save the time required to find an envelope, look up an address, and then write or type the return address.
- Customers with correctly addressed return envelopes do not make addressing errors that can delay your returns.
- Customers and donors return payments and pledges significantly faster when supplied with a return envelope.
- Providers of return envelopes get remittance faster for optimum cash flow.
- Customers who are “thanked” by the back copy on the envelope flap are more likely to repeat the performance of mailing remittances or donations.
- Automated processing of properly prepared barcoded reply mail provides accurate sorting and eliminates mail delay.
- Customers have positive attitudes about creditors, marketers, and fundraisers who show thoughtfulness in providing reply envelopes.
- Providers of reply mail envelopes get orders faster, reducing inventories and their investment in them.
- Providers of reply envelopes receive and fulfill orders sooner, which improves customer relations.
- Providers using barcoded reply envelopes see faster initial response, giving them an earlier projection of future activity.

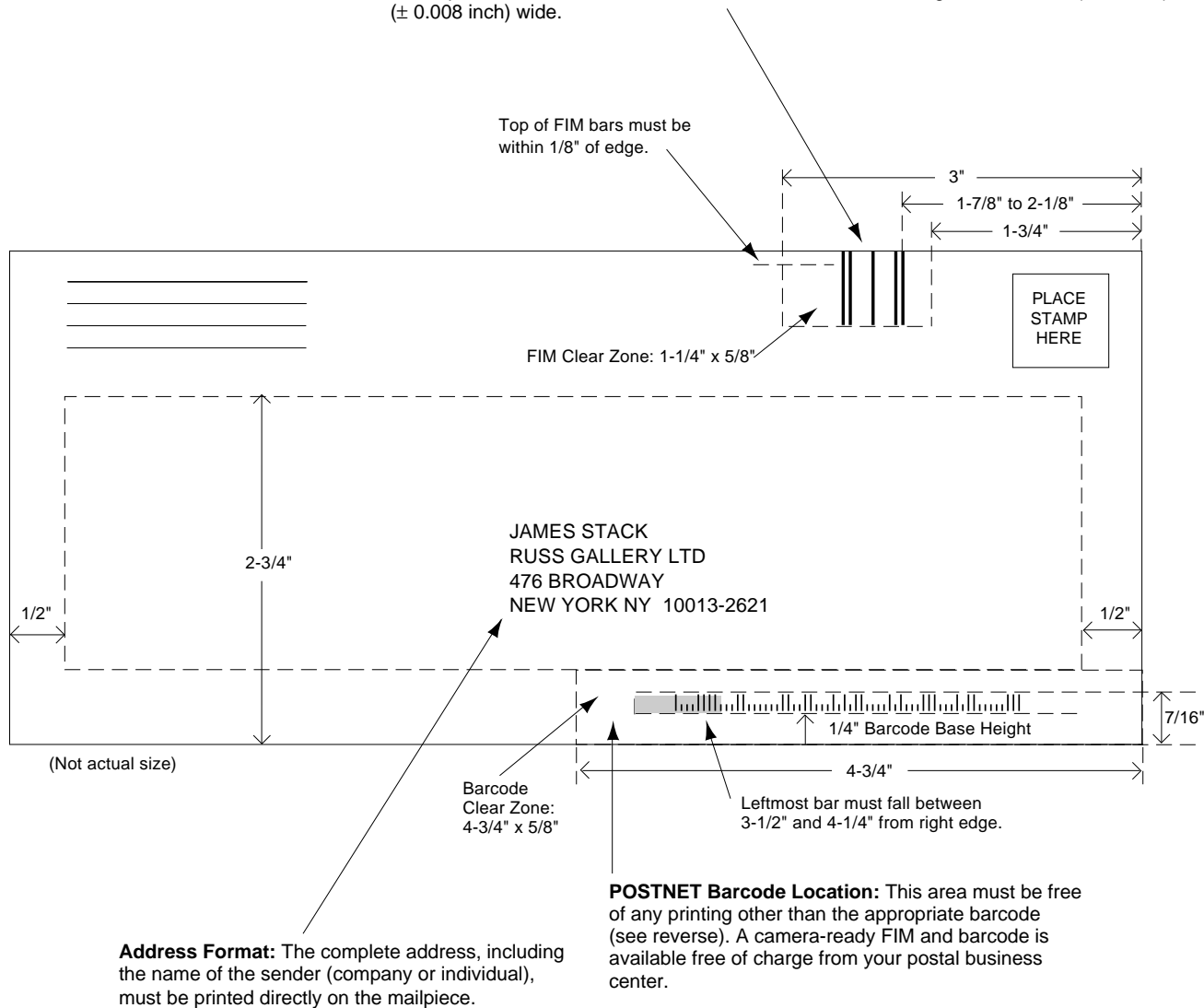
Barcodes (C840) Barcodes may be placed either in the address block or in the lower right barcode clear zone. The correct barcode could be a delivery point barcode; a ZIP+4 barcode, if the address is assigned an individual (unique) ZIP+4 code; or, in some cases, a 5-digit barcode if the address is assigned a firm (unique) 5-digit ZIP Code.

All letter-size reply cards and envelopes (business reply, courtesy reply, and metered reply mail) provided as enclosures in automation First-Class, automation Periodicals, and automation Standard Mail (A) must meet the standards in C810.8.

Courtesy Reply Mail Layout Guidelines

Facing Identification Mark (FIM): Use FIM A on all courtesy reply mail postcards and letter-size mailpieces with the appropriate POSTNET barcode. This permits computerized cancellation equipment to align, postmark, and direct the mailpiece properly.

FIM Location: A FIM clear zone must contain no printed matter other than the appropriate FIM A pattern. FIM bars should be between 1/2 and 3/4 inch high and 0.03125 (1/32 inch) (± 0.008 inch) wide.



Dimensions: Between 3-1/2 by 5 inches and 6-1/8 by 11-1/2 inches. To qualify for postcard rate, postcards must be between 3-1/2 by 5 inches and 4-1/4 by 6 inches. Larger postcard sizes are available; however, they are charged at the regular First-Class Mail letter rate. Postcard thickness

must be between 0.007 and 0.016 inch.

If letter mail is more than 4-1/4 inches high or more than 6 inches long, it should be at least 0.009 inch thick.

A surcharge is assessed for nonstandard mailpieces.

Ink/Paper Colors and Type Styles: Not all colors of paper and/or ink and type styles are compatible with automated equipment. Contact your postal business center or postmaster for guidance.

All letter-size reply cards and envelopes (business reply, courtesy reply, and metered reply mail) provided as enclosures in automation First-Class, automation Periodicals, and automation Standard Mail (A) must meet the standards in C810.8.

Overview (P030) Meter stamps may be used to prepay reply postage on Express Mail, Priority Mail (up to 5 pounds), and all First-Class postcards, letters, and flats up to a maximum of 11 ounces; single-piece Special Standard Mail and Library Mail rates.

The USPS provides *free of charge* the FIM (facing identification mark) and appropriate barcode to print on meter reply mail pieces. The guidelines on the reverse will help optimize the use of this format.

The following conditions apply (P030.1):

- Meter stamp amount must be enough to pay postage in full, at next higher whole cent amount, or at another rate permitted by standard.
- Meter impressions on reply cards and envelopes must fully prepay the correct postage (P030.1).
- Meter stamps may be printed directly on mailpiece or address label that bears the delivery address of the meter license holder. A label must adhere so that, once applied, it cannot be removed in one piece.
- Postage on Priority Mail over 11 ounces, single-piece Special Standard Mail rate, or Library Mail may be paid only with meter-stamped address labels.
- Any photographic, mechanical, or electronic process (other than handwriting, typewriting, or handstamping) may be used to prepare the address side of reply mail. The address side must follow the style and content of the example below. The USPS will provide, free of charge, a FIM (facing identification mark) and the correct ZIP+4 code and delivery point barcode to be printed on the envelope.
- Reply mail prepaid with meter stamps is delivered only to the address of the license holder.
- Meter postmarks used to prepay reply postage must not show the date.

Barcodes (C840) Barcodes may be placed either in the address block or in the lower right barcode clear zone. The correct barcode could be a delivery point barcode; a ZIP+4 barcode, if the address is assigned an individual (unique) ZIP+4 code; or, in some cases, a 5-digit barcode if the address is assigned a firm (unique) 5-digit ZIP Code.



Metered reply mail on which the mailer failed to imprint a meter stamp is treated as BRM. Such mail is delivered after payment of postage and the applicable fee for BRM not paid by an advance deposit account (P011.1).

All letter-size reply cards and envelopes (business reply, courtesy reply, and metered reply mail) provided as enclosures in automation First-Class, automation Regular Periodicals, and automation Regular and Enhanced Carrier Route Standard Mail must meet the standards in C810.8. For all other meter reply mail pieces, the use of FIMs and barcoding is encouraged.

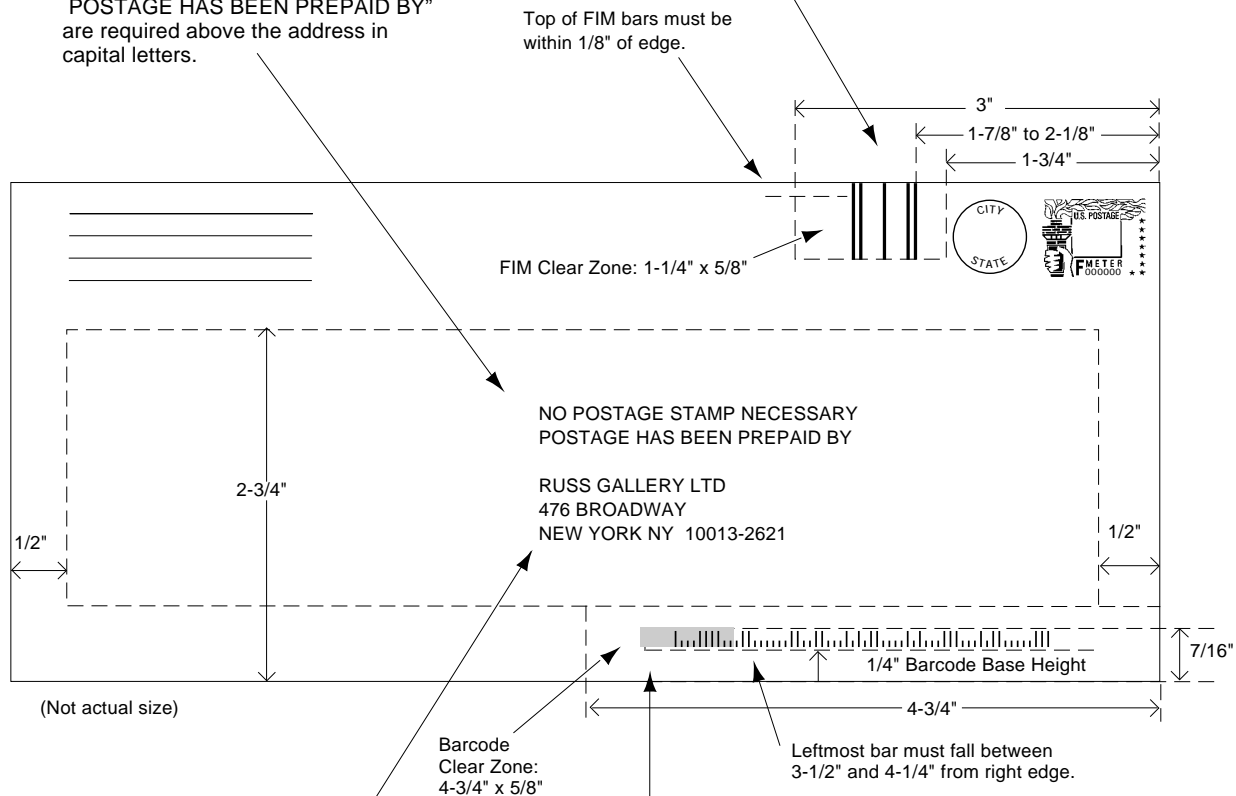
This guide is an overview only. For the specific DMM standards applicable to this category of mail, consult the DMM sections referenced above and the general sections within each DMM module.

Meter Reply Mail Layout Guidelines

Facing Identification Mark (FIM): Use FIM A on all meter reply mail postcards and letter-size mailpieces with the appropriate POSTNET barcode. This permits computerized cancellation equipment to align, postmark, and direct the mailpiece properly.

FIM Location: A FIM clear zone must contain no printed matter other than the appropriate FIM A pattern. FIM bars should be between 1/2 and 3/4 inch high and 0.03125 (1/32 inch) (± 0.008 inch) wide.

Legend: The words "NO POSTAGE STAMP NECESSARY POSTAGE HAS BEEN PREPAID BY" are required above the address in capital letters.



Address Format: The complete address of the meter license holder must be printed directly on the mailpiece.

POSTNET Barcode Location: This area must be free of any printing other than the appropriate barcode (see reverse). A camera-ready FIM and barcode is available free of charge from your postal business center.

Dimensions: Between 3-1/2 by 5 inches and 6-1/8 by 11-1/2 inches. To qualify for postcard rate, postcards must be between 3-1/2 by 5 inches and 4-1/4 by 6 inches. Larger postcard sizes are available; however, they are charged at the regular First-Class Mail letter rate. Postcard thickness

must be between 0.007 and 0.016 inch.

If letter mail is more than 4-1/4 inches high or more than 6 inches long, it should be at least 0.009 inch thick.

A surcharge is assessed for nonstandard mailpieces.

Ink/Paper Colors and Type Styles: Not all colors of paper and/or ink and type styles are compatible with automated equipment. Contact your postal business center or postmaster for guidance.

All letter-size reply cards and envelopes (business reply, courtesy reply, and metered reply mail) provided as enclosures in automation First-Class, automation Periodicals, and automation Standard Mail (A) must meet the standards in C810.8.